

JOB DESCRIPTION

Senior Marketing and Partnerships Manager



Role type: Part-time (0.8 FTE) fixed term contract
Fixed term: 3 March 2025 to 9 March 2026
Reporting line: Fair Director
Direct reports: Digital Marketing Manager
Salary: Commensurate with experience

We are seeking a results-focused, enthusiastic, Melbourne based events marketer to join a growing team, as Senior Marketing and Partnerships Manager for Melbourne Art Fair 2026.

About the organisation and event

Melbourne Art Foundation is a systemically significant, nonprofit Australian arts organisation dedicated to the support of living artists. Established in 2003, Melbourne Art Foundation is committed to bringing artists, galleries, collectors, and visitors together, leading the way in building audiences and a market for contemporary art in Australia.

Melbourne Art Foundation produces the annual **Melbourne Art Fair**, Australasia's progressive forum for contemporary art and ideas. Melbourne Art Fair is a seminal fixture on the annual Australasian cultural calendar, stimulating critical and commercial attention for galleries and their artists for over 35 years. The Fair supports and promotes living artists through the staging of a world-class platform for contemporary art, showcasing iconic and new works by artists from the region's most respected galleries. With this global creative city as a backdrop, Melbourne Art Fair continues its lead role in the region for fostering the development of new audiences for contemporary art.

Event Dates: 20 – 23 February 2025

Website: melbourneartfair.com.au

About the role

As the Senior Marketing and Partnerships Manager, you will work alongside the Fair Director and CEO to plan the marketing campaign for the event and will assume overall responsibility for the development and implementation of the campaign, including strategic planning, reporting and control of the marketing budget. You will offer innovative and creative marketing strategies that will make an impact and ultimately drive ticket sales and online traffic. You will develop a partnership strategy focused on connecting aligned sponsors with the event and will assume overall responsibility for identifying potential partnerships that generate revenue, developing pitches and negotiating partnership deals for mutual benefit.

You will be self-starting, energetic, autonomous and results-orientated, this role is executed proactively and independently. This is very much a target-driven role with a high emphasis on all marketing activities leading to the goal of selling tickets, generating partnership revenue and increasing visitation to the event. The Senior Marketing and Partnerships Manager's role is to ensure the correct target markets are reached to achieve targeted attendance numbers and partnership support.

To be successful in this role, you should have understanding and experience in event marketing and partnership development, and a good understanding of social media and communications, as well as the ability to grow and develop an existing visitor database to deliver a targeted visitor attendance. Strong verbal and written communication skills are essential as is excellent time and project management skills. Along with the relevant tertiary qualification in marketing and event management (or equivalent), you will have highly developed interpersonal skills.

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Accountabilities (in brief)

In fulfilling the primary focus of the position, the incumbent will typically work across:

- Marketing strategy to drive audience attendance;
- Sponsor / partner engagement;
- Partnership prospecting;
- Management of partnership marketing deliverables;
- Oversee Electronic direct mail (EDM) creation and deployment;
- Oversee digital campaign management;
- Social Media strategy;
- Oversee PR strategy in conjunction with PR agency and Fair Director;
- Oversee distribution of print collateral;
- Oversee management of the ticket system / agency;
- Ticket sales tracking and reporting;
- Data collection strategy;
- Show budget management and tracking; and
- Post Show reporting and analysis.

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Accountabilities (in detail)

Marketing strategy

- In conjunction with the CEO and Fair Director, the development of a marketing plan in line with budget allocation.
- Manage marketing budget / expenditure.

Marketing materials

- Overseeing the preparation of event marketing materials, including all collateral, out of home and digital, or as required.
- Manage execution of print advertising and media partnership deliverables.
- Manage execution of digital advertising campaign with the appointed agency.
- Manage execution and booking of out of home advertising.
- Liaising with printers to ensure materials are delivered within deadline.
- Oversee the effective distribution of marketing materials, both print and online, including but not limited to, pre-event flyers and VIP cards.

Partnerships strategy

- Manage prospecting, in conjunction with the Fair Director, Sponsor / Partner, by identifying potential partnerships that generate revenue.
- Manage the development of pitches for target Sponsors / Partners.
- Manage the negotiation of partnership deals for mutual benefit.
- Manage the contracting of Sponsors / Partners and partnership deliverables

- Manage the integration of partnership activations within the fair program, overseen by the Fair Director.
- Manage the development and delivery of corporate hospitality packages with partners.

PR

- In conjunction with the Fair Director, manage PR Campaign with the appointed agency.
- Manage the drafting of press releases in collaboration with the team and agency.

Database and Reporting

- Oversee the management of all databases.
- Manage weekly meetings with partners to ensure the smooth rollout of deliverables.
- In conjunction with the CEO and team, finalise post-show reports for relevant government and corporate partners, ensuring timely delivery post event.
- Manage drafting and distribution of Visitor and VIP surveys.
- Manage debrief meetings with key stakeholders and sponsors.

Digital

- Oversee the planning of EDM content in conjunction with the Digital Content Manager, and review content drafts as and when needed.
- Oversee content on Fair website and VIP/Exhibitor portals, supporting the Digital Content Manager to ensure relevant content and user data.
- Oversee Social media marketing strategy, supporting the Digital Content Manager in maintaining and increasing Melbourne Art Fair's social community.

Ticketing

- Provide strategic guidance to the Digital Content Manager in the management of in-house ticketing system or ticket agency.
- Provide daily reporting ticket sales during event period.

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Essential skills include:

- Previous experience in developing and maintaining partnerships
- Demonstrated success in development and implementation of marketing campaign, including planning, reporting and control of the marketing budget
- Excellent copywriting and organisational skills
- Microsoft office, including Word, Powerpoint, and Excel
- Experience with Adobe Creative Suite (InDesign, Photoshop) highly desired
- Capacity to manage multiple deadlines and take initiative
- Excellent attention to detail

Desirable skills/experience:

- An interest in art, architecture, or design
- Previous experience in an arts, creative industry, or event management

Key Selection Criteria:

- Marketing, event management or arts administration experience, with previous demonstrated experience in coordinating administrative systems.
- A skilled communicator with excellent interpersonal and stakeholder management skills with a proven ability to build strong, collaborative relationships with colleagues, sponsors, suppliers and industry partners.
- Evidence of digital marketing skills across website, data analysis, social media, EDMs, CRM and ticketing platforms.
- Experience in sales, strategy, or partnership roles, preferably in events, or aligned experience in other industries.
- Applicants should possess relevant qualifications and training equivalent to an undergraduate degree.
- Demonstrated ability to work both independently and seamlessly within a team environment.
- Ability to work flexible hours during peak periods of the event program.
- An ability to problem solve, a can-do attitude and confidence working across multiple projects.
- At all times display empathy and dynamism in their internal and external relationships.

Location:

Melbourne Art Foundation is located at 11 Palmer Parade, Cremorne, Victoria.

The team works a hybrid model, with 3 days per week in the office.

To apply:

If you are interested in applying, we would love to hear from you!

Please send a current resume and cover letter addressing the selection criteria to maf@melbourneartfoundation.com and address your application to Mary Wenzholz, CEO.

Applications close Monday 3 February, 5.00PM AEST